## ORDER

Order / Rev: 37571 Ait Order #: 08879085 Product Desc: Issue

> Estimate: 1566

Flight Dates: 10/23/12 - 10/29/12 Original Date / Rev: 10/11/12 / 10/11/12

**GENERAL** Order Type:

KLAS

K-WAS

Primary AE: Mike Jones

Sales Office:

Sales Region: National

Agency

Orders

Name: **Buying Contact:** 

Billing Contact:

1322 G Street SE

Washington, DC 20003

Mundy Katowitz Media

Billing Type: Cash

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Broadcast

EOM/EOC

00:15:00

Advertiser

Name:

**Priorities USA Action** A35+

LV1

Demographic:

Product Codes: PO1

Priority:

AGY, POL, ISS Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	24	\$56,400.00	\$47,940.00
10/29/12	10/29/12	6	\$14,700.00	\$12,495.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$56,400.00	\$47,940.00	0.00
November 2012	6	\$14,700.00	\$12,495.00	0.00
Totals	30	\$71,100.00	\$60,435,00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$71,100.00
Market	100%	\$237,000.00

Competitive Share	Share	Total
CABLE	0%	- \$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$59,250.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$11,850.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spot	s Rate Pri	Rtg Type S	pots	Amount
E 4	8	10/26/12	10/26/12	8 News Now 5a M-	F CM	5-6a	F	:30	1 \$3,000.00LV1	0.00 NM	1	\$3,000.00
				8 News Now 5a M-	F							
	WON-8	5AM										
	Sta	rt Date	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating					
W	eek: 10/	22/12	10/28/12	F	1	\$3,000.00	0.00					
E 6	8	10/23/12	10/23/12		CM	6-7a	-T	:30	1 \$3,000.00LV1	0.00 NM	1	\$3,000.00

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KLAS

Order / Rev:

37571

Advertiser:

Priorities USA Action

Alt Order #:

08879085

Product Desc:

Issue

Flight Dates:

10/23/12 - 10/29/12

Estimate:

1566

Ln (	Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
	On Olan	2110	8 News Now 6a M-		Otarozira	Time Buye			1.1.9 17/20	-	
_			8 News Now 6a M	-F							
8	-NOW 6AM Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				]	
We	ek: 10/22/12	10/28/12	-T	1	\$3,000.00	0.00					
E 10	8 10/29	12 10/29/12	8 News Now 6a M-	F CM	6-7a	M	:30	1 \$3,000.00LV	0.00 NM	1	\$3,000.00
	NOW CAM		8 News Now 6a M	-F							
8	-NOW 6AM Start Date	End Date	Weekdavs	Spots/Week	Rate	Rating					
We	ek: 10/29/12	11/04/12	M		\$3,000.00	0.00					
E 12	8 10/24	12 10/24/12	CBS This Morning	7-9a CM	7-9a	W	:30	1 \$3,000.00LV	0.00 NM	1	\$3,000.00
	BS THS MRN	10.2-	CBS This Morning								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
We	ek: 10/22/12	10/28/12	W		\$3,000.00	0.00					
E 16	8 10/23	12 10/23/12	Live w/Kelly	CM	9-10a	-Т	:30	1 \$2,000.00LV	0.00 NM	1	\$2,000.00
1	IVE WTH KE	IV	Live w/Kelly								
_	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
We	ek: 10/22/12	10/28/12	-T		\$2,000.00	0.00					
E 19	8 10/29	/12 10/29/12	Live w/Kelly	CM	9-10a	M	:30	1 \$3,000.00LV	0.00 NM	1	\$3,000.00
ı	IVE WTH KE	IY	Live w/Kelly								
•	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
We	ek: 10/29/12	11/04/12	M		\$3,000.00	0.00					
E 20	8 10/23	/12 10/23/12			12-1230p	-T	:30	1 \$2,000.00LV	0.00 NM	1	\$2,000.00
8	-NOW NOON		8 News Now Noon	) [VI-1-							
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
We	ek: 10/22/12	10/28/12	-T	1	\$2,000.00	0.00					
E 22	8 10/25	/12 10/25/12	8 News Now Noon		12-1230p	T	:30	1 \$2,000.00LV	1 0.00 NM	1	\$2,000.00
8	-NOW NOON		8 News Now Noon	I IVI-F							
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
We	ek: 10/22/12	10/28/12	T		\$2,000.00	0.00		<del></del>			
E 24	8 10/29	/12 10/29/12	8 News Now Noon 8 News Now Noon		12-1230p	M	:30	1 \$2,000.00LV	1 0.00 NM	1	\$2,000.00
8	-NOW NOON		0 146M2 140M 14001	I INI-L							
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	ek: 10/29/12	11/04/12	M		\$2,000.00	0.00		4 00 500 0011			** ***
E 26	8 10/23	/12 10/23/12	Ellen Ellen	CM	3-4p	-Т	:30	1 \$2,500.00LV	1 0.00 NM	1	\$2,500.00
E	LLEN		Lilett								
	Start Date			Spots/Week	Rate	Rating					
	ek: 10/22/12	10/28/12	-T		\$2,500.00	0.00	.20	4 60 500 0011	4 0 00 104		f0 500 00
E 29	8 10/26	/12 10/26/12	Ellen Ellen	СМ	3-4p	F	:30	1 \$2,500.00LV	1 0.00 NM	1	\$2,500.00
E	ELLEN										
	Start Date			Spots/Week	Rate	Rating					
	ek: 10/22/12	10/28/12	P Nove New 4- M		\$2,500.00	0.00	:30	1 \$2,500.00LV	1 0.00 NM	1	\$2,500.00
E 30	8 10/24	/12 10/24/12	8 News Now 4p M- 8 News Now 4p M		4-5p		.30	1 \$2,500.00EV	0.00 14141	'	Ψ2,300.00
8	3-NOW 4PM/8		1								
147	Start Date		<u>Weekdays</u> W	Spots/Week	Rate	Rating 0.00					
E 32	ek: 10/22/12 8 10/29	10/28/12 /12 10/29/12	8 News Now 4p M		\$2,500.00 4-5p	M	:30	1 \$2,500.00LV	1 0.00 NM	1	\$2,500.00
	0 10/23	12 10/20/12	8 News Now 4p M		. 06	••	.50	. 42,300.0024	. 0.30 11111	•	12,000.00
8	3-NOW 4PM/8										
18/-	Start Date ek: 10/29/12		<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$2,500.00	Rating 0.00					
E 33		11/04/12 /12 10/23/12		СМ	5-630p		:30	1 \$3,000.00LV	1 0.00 NM	1	\$3,000.00
	_ ,0,20					-	-==	•		•	

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KLAS

Order / Rev:

37571

Advertiser:

Priorities USA Action

Alt Order #:

08879085

Product Desc:

Flight Dates:

8

10/23/12 - 10/29/12

Estimate:

Issue 1566

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 8 News Now 5-630p M-R 8 News Now 5-630p M-F **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -T----\$3,000.00 0.00 E 35 10/25/12 10/25/12 8 News Now 5-630p M-FCM 5-630p :30 \$3,000.00LV1 0.00 NM \$3,000.00 8 News Now 5-630p M-F **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ---T---\$3,000.00 0.00 8 News Now 5-630p M-FCM E 36 8 10/29/12 10/29/12 5-630p M----:30 1 \$3,000.00LV1 0.00 NM \$3,000.00 8 News Now 5-630p M-F **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 M-----\$3,000.00 10/24/12 10/24/12 F 42 8 CM :30 1 \$2,000.00LV1 Letterman 1135p-1237a --W----0.00 NM \$2,000.00 Letterman D LETTRMAN-CBS< Spots/Week Start Date **End Date** Rating Weekdays Rate Week: 10/22/12 10/28/12 --W----\$2,000.00 0.00 E 46 8 10/23/12 10/23/12 Craig Ferguson CM 1237a-137a -T----1 \$1,200.00LV1 0.00 NM \$1,200.00 Craig Ferguson (12:37 XM-1:37 XM) LT-FERGUSN-CBS< Spots/Week Start Date End Date Weekdays Rate Rating -T----Week: 10/22/12 10/28/12 1 \$1,200.00 E 50 10/29/12 10/29/12 Craig Ferguson CM 1237a-137a M-----:30 1 \$1,200.00LV1 0.00 NM 1 \$1,200.00 (12:37 XM-1:37 XM) Craig Ferguson LT-FERGUSN-CBS< Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 10/29/12 11/04/12 0.00 1 \$1,200.00 10/24/12 10/24/12 137-237a M-F Elec Plyg@M \$250.00LV1 137-207a --W----.30 0.00 NM \$250.00 Electric Playground (1:37 XM-2:37 XM) TBD Start Date End Date Weekdays Spots/Week Rate Rating --W----\$250.00 Week: 10/22/12 10/28/12 0.00 E 52 137-237a M-F Elec Plyg@M 8 10/26/12 10/26/12 137-207a ----F--:30 \$250,00LV1 0.00 NM \$250.00 Electric Playground (1:37 XM-2:37 XM) TBD Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$250.00 0.00 10/27/12 10/27/12 Politics Now S Sebelius CM ---S-:30 1 \$3,000.00LV1 E 53 Various 0.00 NM \$3,000.00 Politics Now S Sebelius (5:30 PM-6:00 PM) POLITICS NOW Start Date End Date Weekdays Spots/Week Rate Rating ----5-Week: 10/22/12 10/28/12 \$3,000.00 0.00 E 55 8 10/27/12 10/27/12 8 News Now Sat 11p 11-1135p ----5-:30 \$2,500.00 LV1 CM 0.00 NM \$2,500.00 8 News Now Sat 11p **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating ----5-0.00 Week: 10/22/12 10/28/12 1 \$2,500.00 E 57 8 10/27/12 10/27/12 Sat 1135p-1235a Priv PraM 1135p-1235a ----S-:30 \$500.00LV1 0.00 NM \$500.00 Private Practice UNIT, THE< End Date Start Date Weekdays Spots/Week Rate Rating 10/28/12 ----5-\$500.00 0.00 8 10/27/12 10/27/12 Sat 1235-135a DaVinci I6M 12.35a-1.35a ----S-:30 \$400.00LV1 0.00 NM \$400.00 Da Vinci Inquest (12:35 XM-1:35 XM) BROTHRS&SISTRS< Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----S-\$400.00 0.00 E 59 10/28/12 10/28/12 8 News Now Sun A----S

:30

1 \$1,500.00LV1

0.00 NM

\$1,500.00

CM

Print Date: 10/15/12 15:20:35 Page 4 of 4

Order / Rev: 37571 Alt Order #:

End

**End Date** 

10/28/12

End Date

10/28/12

Advertiser:

Priorities USA Action

Flight Dates:

Ln Ch

Start

Start Date

Start Date

Week: 10/22/12

Week: 10/22/12

N65

08879085

**Inventory Code** 

KLAS Movie: Bobby Z

4-5p Electric Playgrnd 2x

**Weekdays** 

<u>Weekdays</u> ----S

----S-

10/28/12 10/28/12 Sun 4-5P Elec Playgrou@M

Product Desc:

Len Spots

:30

1 \$1,300.00LV1

10/23/12 - 10/29/12

Estimate:

Break

Spots/Week

Spots/Week

1566

Issue

**KLAS** 

Rate Pri Rtg Type Spots

Amount

			8 News Now Sun	AM #1							
			8 News Now Sun	AM #1							
8-N	OW SU MR1										
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week:	10/22/12	10/28/12	S	1	\$1,500.00	0.00					
N62 8	3 10/27/12	10/27/12	8 News Now Sat 5	5-7p CM	5-7p	5-	:30	1 \$2,500.00LV1	0.00 NM	1	\$2,500.00
			8 News Now Sat	5-7p							
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>				•	
Week:	10/22/12	10/28/12	S-	1	\$2,500.00	0.00					
N 63 8	10/28/12	10/28/12	8 News Now Sun	AM #2CM	8 News Nov	v Sun AS	:30	1 \$2,500.00LV1	0.00 NM	1	\$2,500.00
	8 News Now Sun AM #2										
	Start Date	End Date	Weekdays .	Spots/Week	Rate	Rating			1		
Week:	10/22/12	10/28/12	S	1	\$2,500.00	0.00					
N 64 8	10/27/12	10/27/12	Sat Prime Special	CM	8-10p	S-	:30	1\$10,000.00LV1	0.00 NM	1	\$10,000.00

Rating

Rating 0.00

0.00

----S

Rate

Rate

1\$10,000.00

1 \$1,300.00

4-5p

Start/End Time Days

Totals 30 \$71,100.00

1

\$1,300.00

0.00 NM